21st Theater Support Command

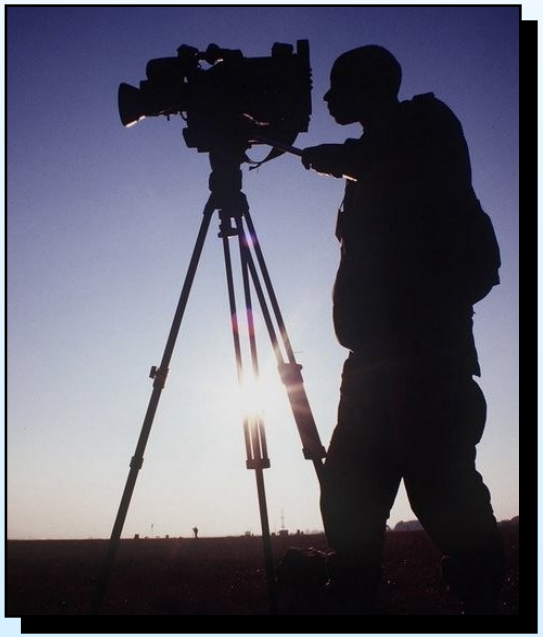
First in Support

PUBLIC AFFAIRS OFFICE
Staff Officers' Orientation

Public Affairs (PA)

MISSION

Plan and conduct public affairs operations in support of the 21st Theater Support Command including Command Information Operations, Public Information Operations, Community Relations Operations and Information Operations. Advise the commander and command on the public affairs aspects of all operations.



Building 3002, Room 103-107, Panzer Kaserne, Kaiserslautern, GE

Phone: DSN 484-8184/04/7647 CIV: 0631-413-8184/04/7647 FAX: DSN 484-8117

Public Affairs Office (PAO)

What We Do

- **Increase the public's awareness of and confidence in its Army**
- ***Inform and educate* Soldiers and their families**
- ***Minimize effects* of rumor and enemy propaganda**
- ***Employ CI, PI and COMREL* to execute Information Operations**

PAO's Duties & Responsibilities

Serve as command spokesman, media liaison, and release authority for public information. Advise the commander on the PA aspects of all missions. Manage the CI program. Establish public affairs plans and policies. Provide PA training and support to the command and appointed Public Affairs Liaisons. Executive agent for BA 43 Hosting and Representation Funds. Member of the Commanding General's Personal Staff.

Organizational Structure

PAO
MAJ Mark Wright
484-8184

PA Chief
(VACANT)
484-8104
Pvt. J. Hudspeth
484-4257

PA Specialist (EEC)
Ms. D. Calabria
484-7647

A/V Specialist (EEC)
Mr. R. Stinson
484-8253
Spc. L. McCoy
Spc. C. Higginbotham
484-8257

PA Specialist (LN)
Ms. A. Lantz
484-8257

Budget Analyst (LN)
Mr. F. Stemmler
484-8236

PA Staff Duties

PA Chief - Supervise all PA military operations; assess and prepare plans

- Advise the PAO

PA Specialists - Provide PA plans, operations, and marketing strategies to the PAO

- Acquire, produce and market print/photo products

A/V Specialist - Acquire, produce and market broadcast products

Budget Analyst - Manage BA 43 and BA 43.0012 funds for CO

- Acquire PA supplies

PA Functions & Doctrine

Functions

- Command Information
- Public Information
- Community Relations
- Information Operations
- Plans, Operations and Training

References

FM 46-1

FM 100-6

FM 101-5

FM 63-4

AR 360-5 (PI)

AR 360-81(CI)

AR 360-61(CR)

METL

Public Affairs METL

- Conduct 24hr Information Operations
- Gather/produce/release information
- Advise the Commander on the PA aspects of all operations
- Conduct media relations

21st TSC Common Staff

METL

- Deploy
- Manage Information
- Plan Operations
- Conduct & Control

3 Most Important Things to Remember About PA

We're not here to snap your picture…

- Public Affairs is a function of command --
  - when used actively, aggressively and correctly, it is a COMBAT MULTIPLIER
  - Army Policy: maximum disclosure with minimum delay *(with both good and bad news)*

❷ The Army's story is best told by its Soldiers

" Media are part of the battlefield (and garrison) and are a daily reality.

We will work with them, not against them. They are the BEST way